



Tween Seat Belt Safety

Wave 4 Tracking Report

October 2018

Tracking Survey Key Performance Indicators (KPIs)



PSA
Recognition



Child wears
seat belt *every*
time in car



Always ask
passengers to
buckle up

KPI Results Summary



Ad recognition grew significantly above prior levels, standing at 42% of respondents. Issue awareness also increased.



83% of respondents believe that their child wears their seat belt every time they are in the car, regardless of who is driving; this is statistically stable from 2017 (85%).



84% always ask others in the car to wear their seat belt, significantly higher than the benchmark (81%).

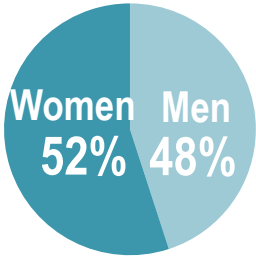
Methodology

When?	Pre-Wave: February 2015 Wave 2: January 2016 Wave 3: February 9 – March 9, 2017 Wave 4: August 2 – 20, 2018
Who?	Parents/caregivers of children ages 8-14 who are living in the household Drive at least 3x/week with child U.S. Census-representative to households with children Pre-Wave: n = 1001 Wave 2: n = 1001 Wave 3: n = 1000 Wave 4: n = 1000
Where?	Nationwide
How?	Online panel survey fielded by C+R Research

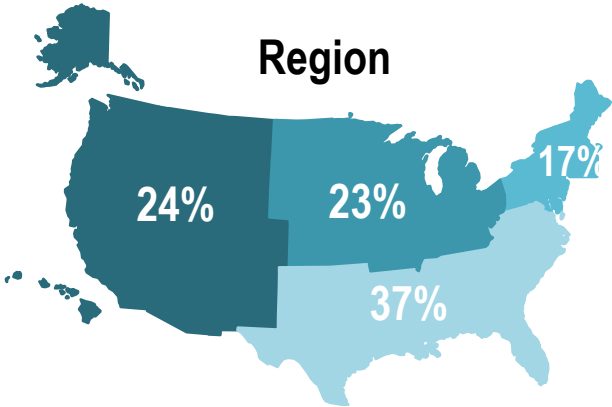
The respondents in Wave 4 were...

Total respondents: 1,000

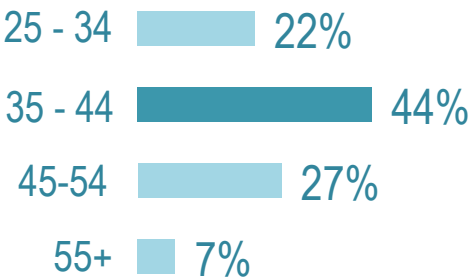
Gender



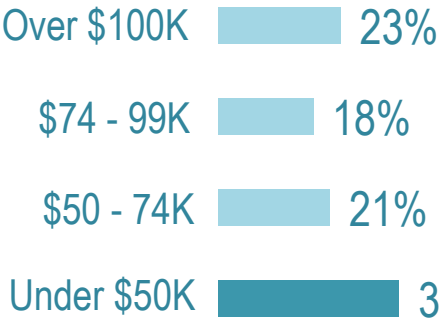
Region



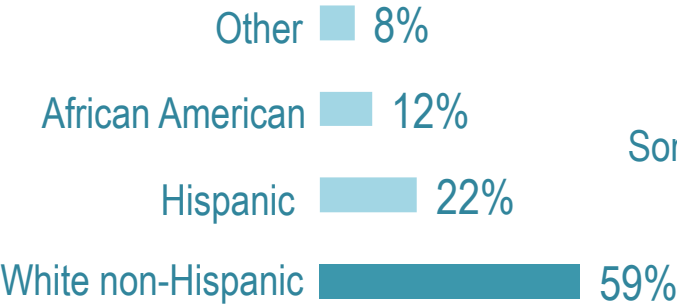
Age



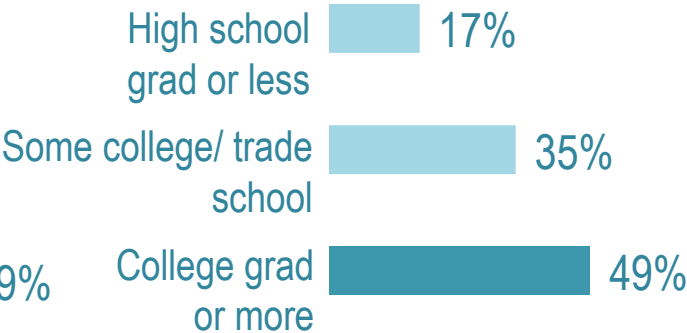
Household Income



Race/ethnicity

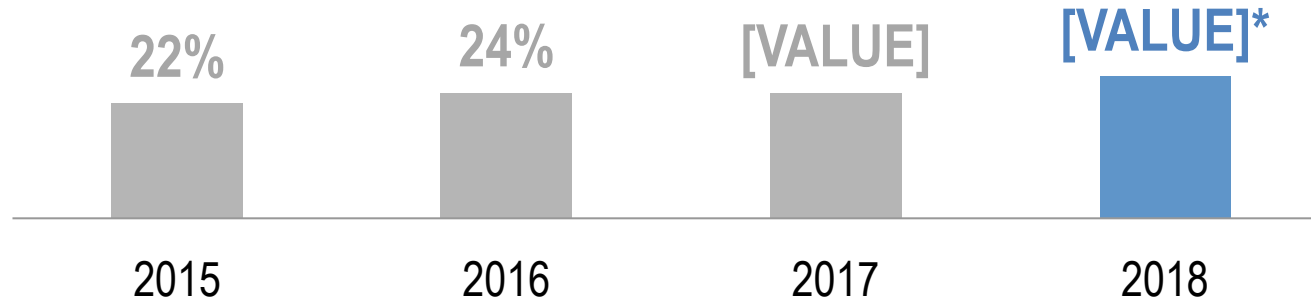


Education



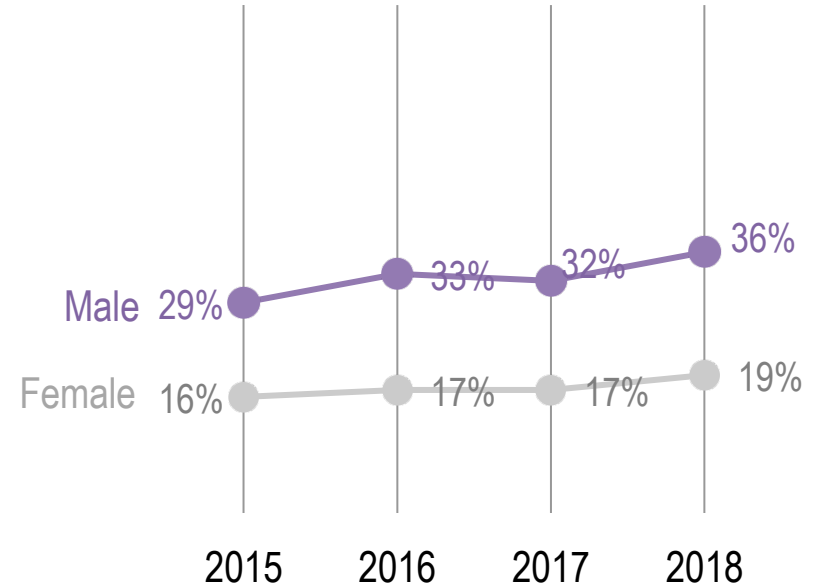
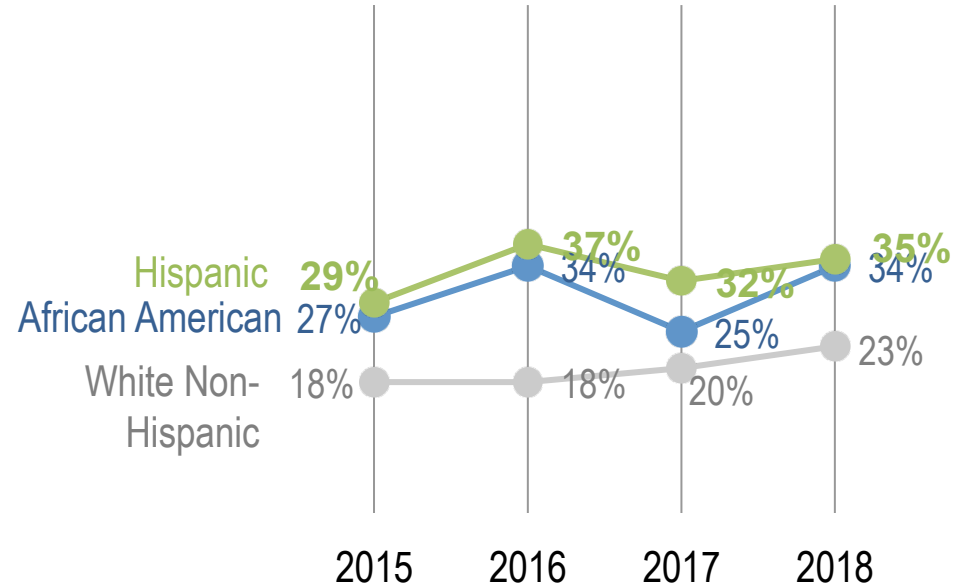
Awareness

Overall issue Awareness was significantly higher in 2018 versus prior years since launch.

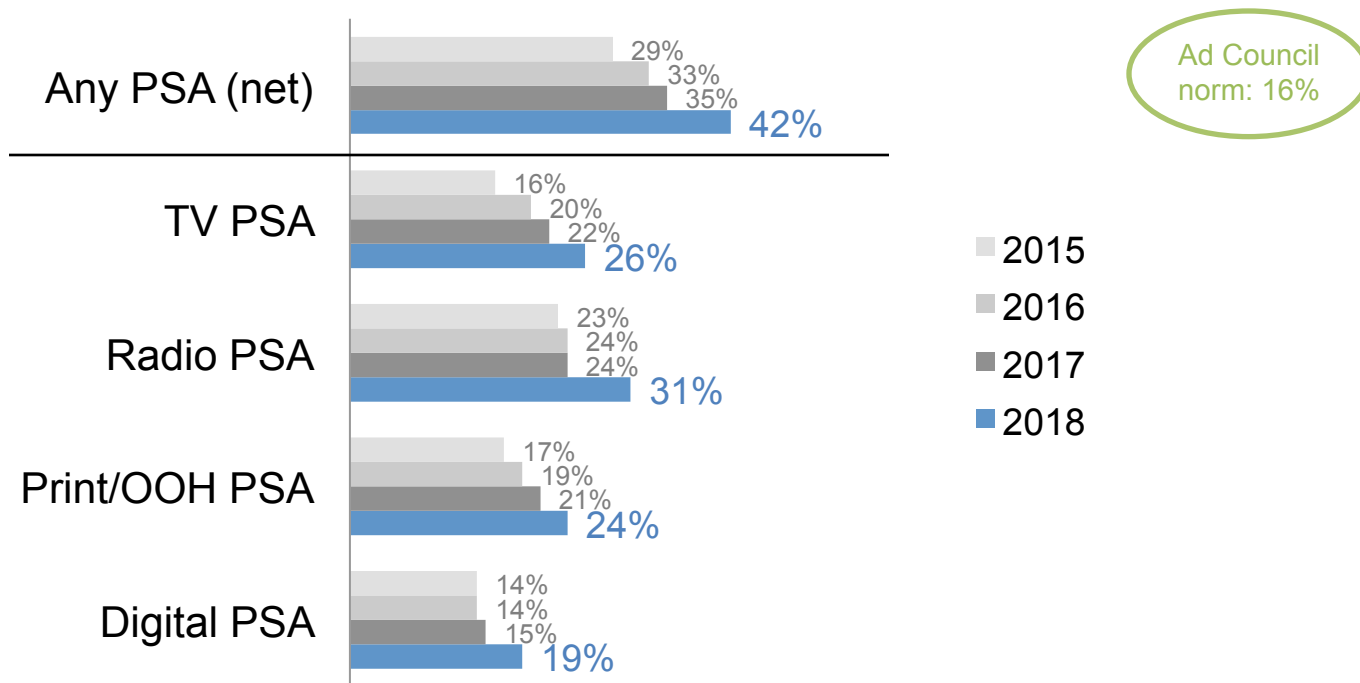


Issue awareness is higher among **Hispanics** and **African Americans** than Caucasians.

Male respondents also reported higher awareness of issue-related messages.

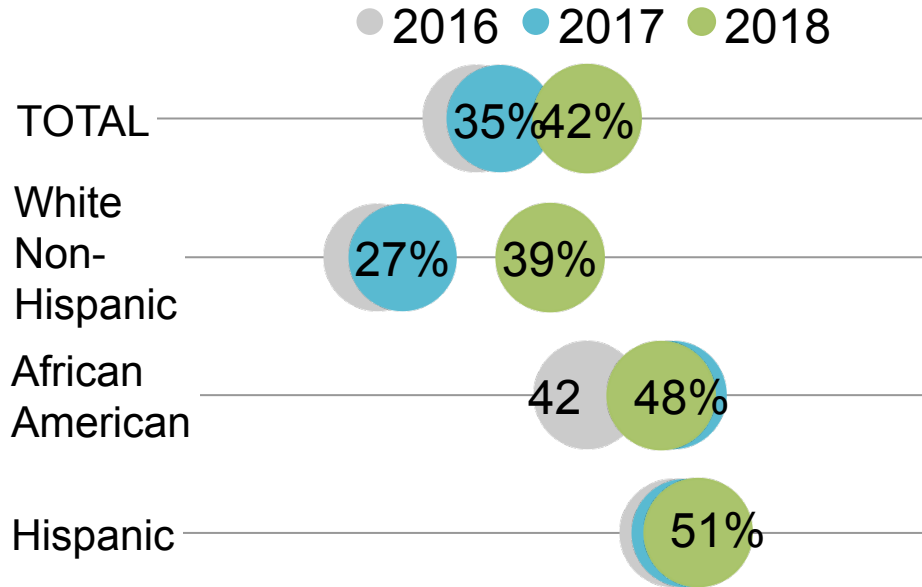


Net ad recognition grew significantly from 2017 to 2018.
There were significant increases for every media type.

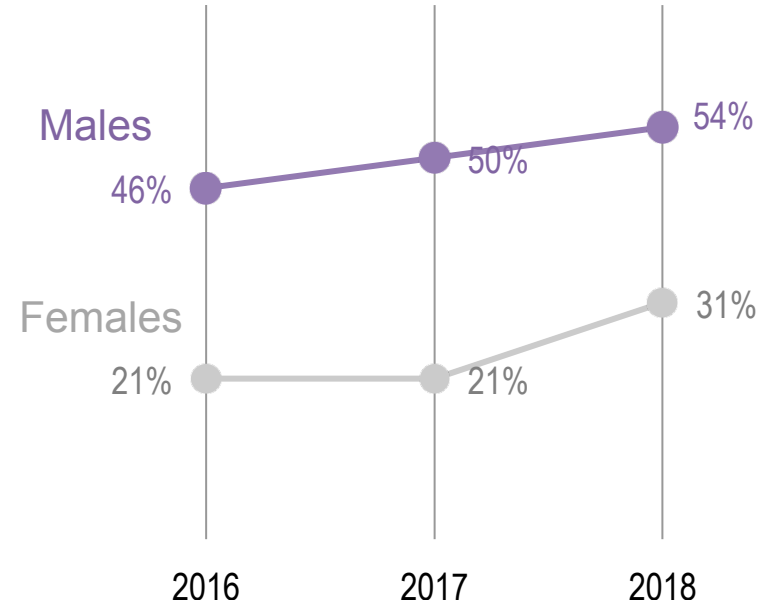


Ads included: TV: "Battlefield Minivan," Radio: "Mind of a 10 Year Old," "Battlefield Minivan radio," "Tune Out," montage of 2015 "Never Give Up" print/banners (Backseat Brawl, Chaos, Eleven)

Growth in campaign recognition from 2017 to 2018 is largely driven by gains among White Non-Hispanic respondents.



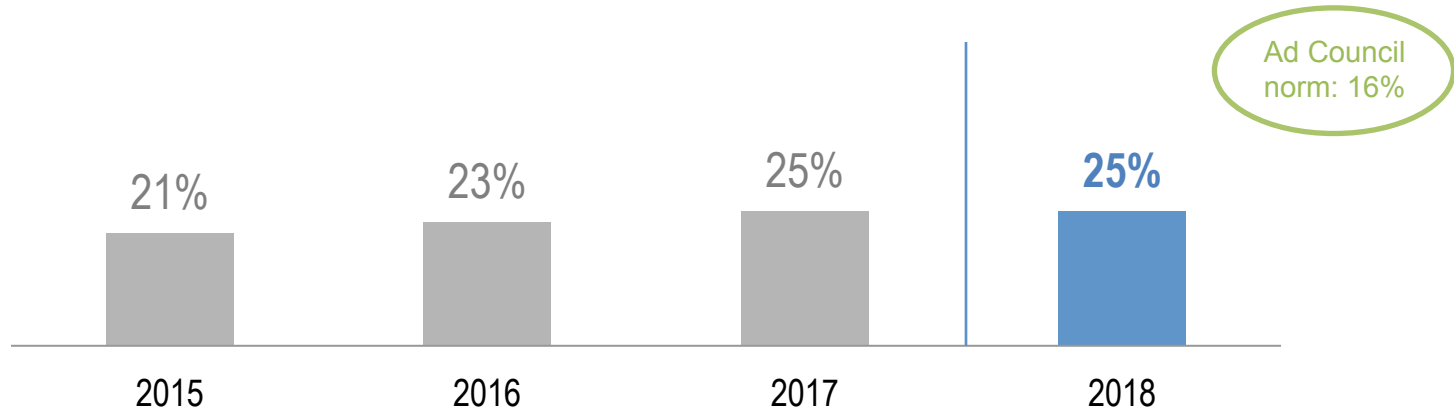
Males were also more likely to recognize the PSAs, but recognition for female respondents grew 10%.



One-quarter of respondents recognized the campaign website URL in **2018**, significantly above Ad Council normative levels.

- Note: URL updated in 2018

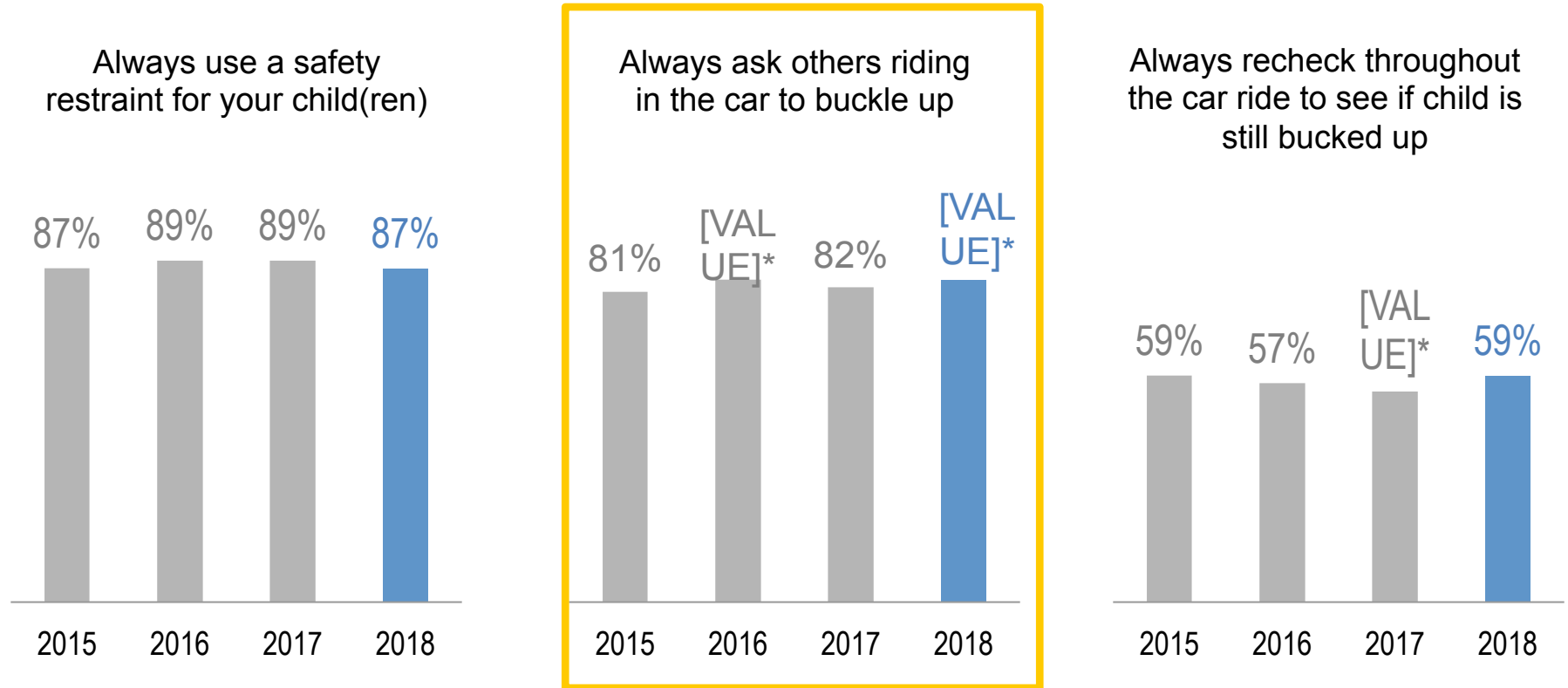
Total Recognition of SaferCar.gov/KidsBuckleUp (2015-2017) / NHTSA.gov/
KidsBuckleUp (2018)



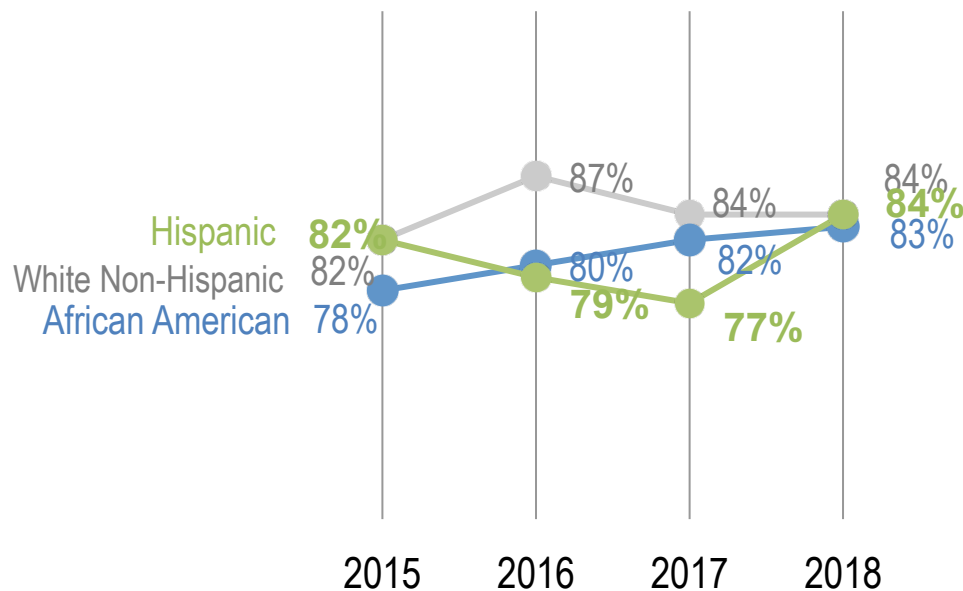
Attitudes & Behaviors

The percentage of respondents who *always* ask others riding in their car to buckle up was significantly higher than in 2015.

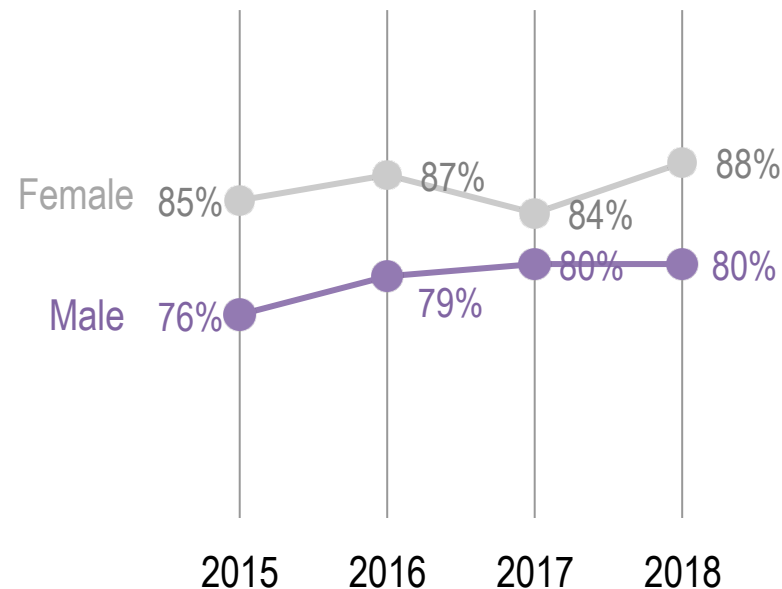
- Those who recheck whether their child is buckled up rebounded in 2018.



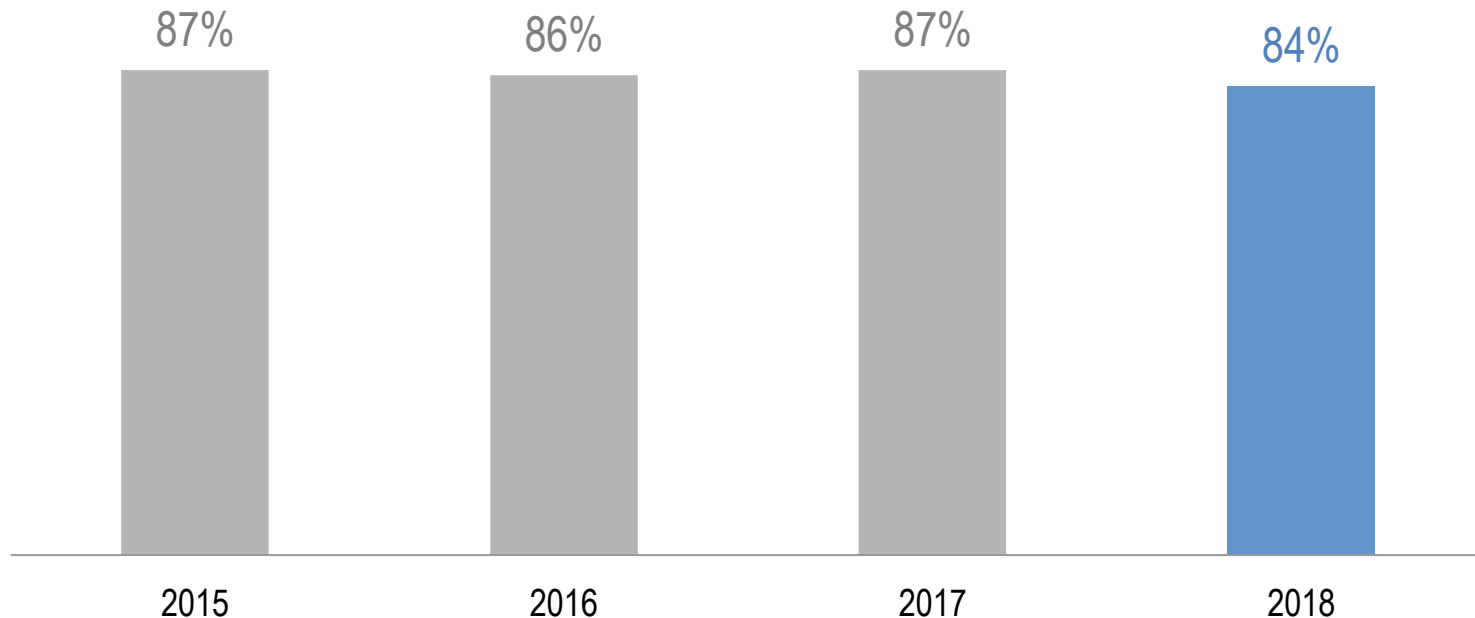
Hispanic respondents who *always* ask their passengers to buckle up increased significantly from 2017 to 2018; this has also grown slowly over time for African-American respondents.



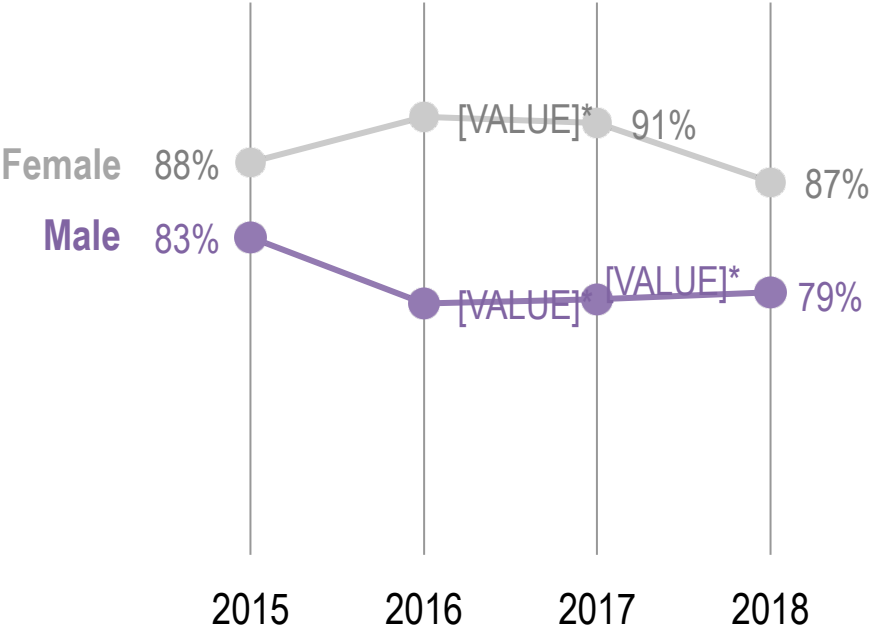
The percentage of male respondents who *always* ask was stable in 2018, while females were significantly more likely to ask in 2018 vs. 2017.



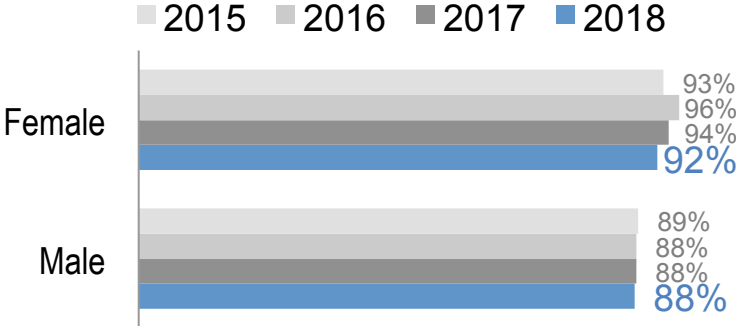
Among the **total sample**, almost 9 in 10 respondents said their child wears their seat belt “every time” when the parent/caregiver is not in the car with him/her. This fell *directionally* from 2017 to 2018.



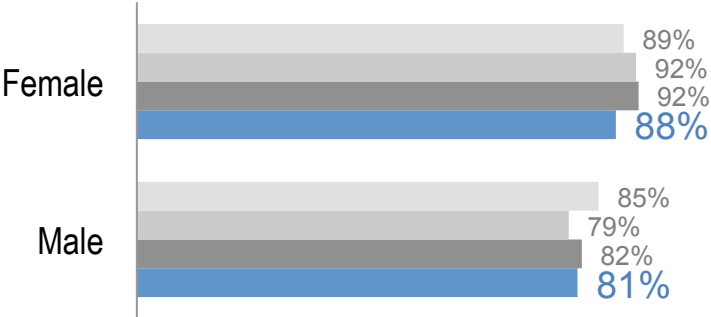
Female respondents continued to be more likely than **male respondents** to say that their child always buckled up, regardless of their presence in the car.



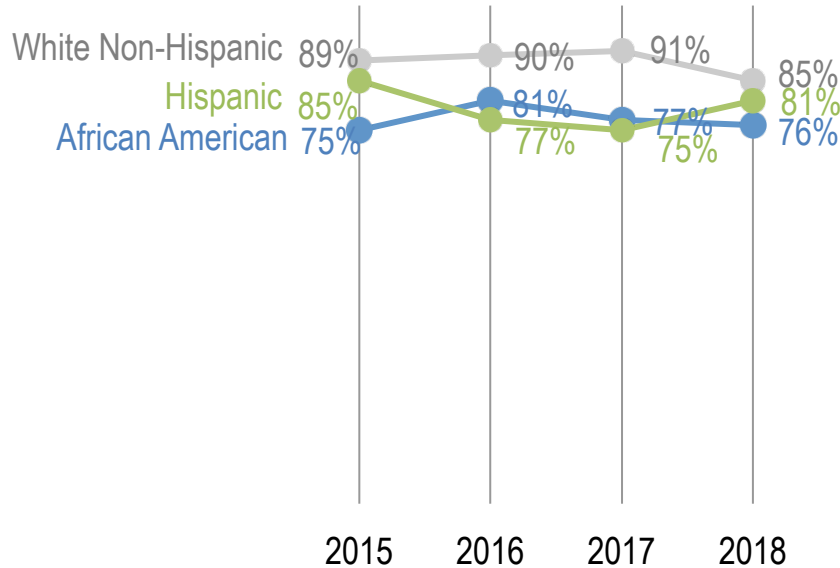
“Always” when parent driving



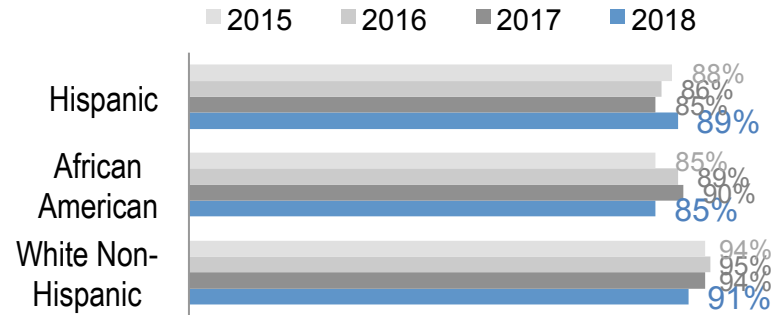
“Always” when parent is *not* driving



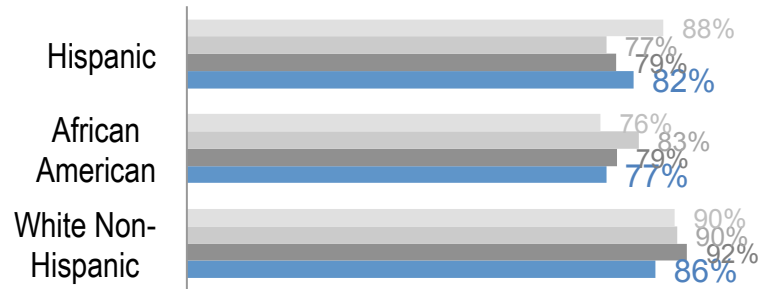
Among **Hispanic respondents**, the percentage who reported that their child buckles up *every time* regardless of the driver increased from 2017 to 2018. This decreased among White Non-Hispanic respondents.



“Always” when parent driving

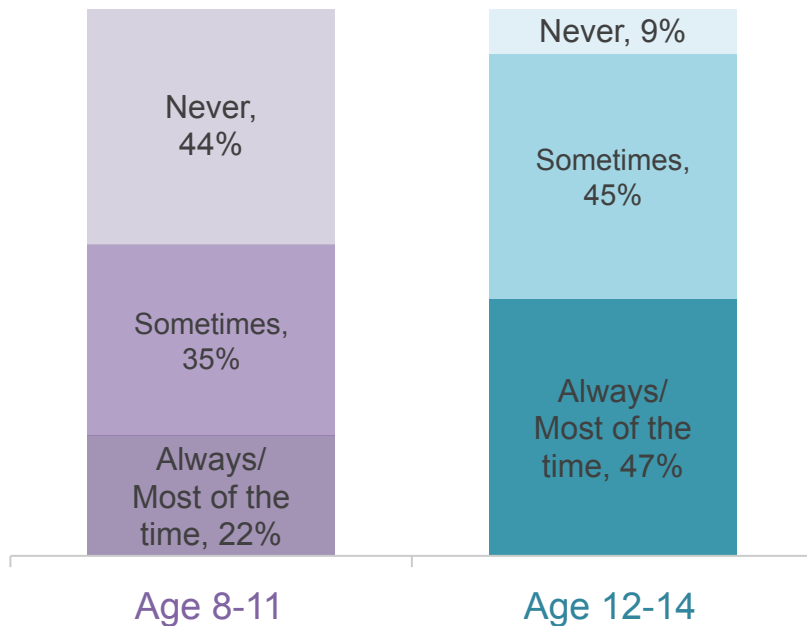


“Always” when parent is *not* driving

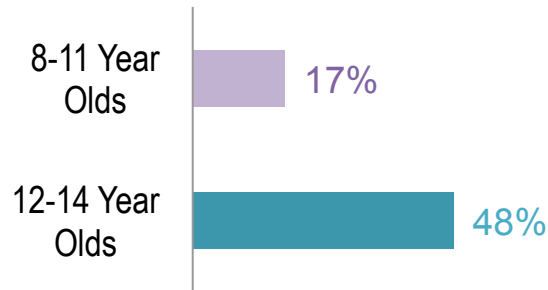


In Wave 4*, parents say almost half of **12-14 year olds** are sitting in the front seat all or most of the time, along with one in five **8-11 year olds**.

How often does your child/children you care for sit in... **The Front Seat**



Most recent trip:
Sat in front seat



Conclusions

In summary...

Recognition of the PSAs has grown from the baseline and 2017, driven by increased awareness of all asset types, particularly radio and TV.

The vast majority of parents & caregivers report asking their kids to buckle up every time. This has been very high and very stable over time.

Almost half of 12-14 year olds are sitting in the front seat all or most of the time, along with one in five 8-11 year olds.

Hispanic parents are increasingly aware of the issue, and increasingly likely to request that their passengers buckle up every ride and to say their child is always buckled.

Women are still more likely than men to ask others to buckle up, but men are more aware of the issue and PSAs, and slowly starting to close the gap on asking others to buckle up.

Appendix

- TV fell as a source of issue awareness in 2018.
- Social media is a strong driver of awareness.
- Magazines bounced back as drivers of awareness in 2018.
- Other sources like user manuals, doctors' offices, and outdoor grew significantly.

	2015	2017	2018
TV ad	73%	61%	64%
TV show	58%	43%	42%
Website content	46%	40%	43%
Website ad	39%	38%	41%
Social Media, like Facebook, Twitter, Instagram, etc			59%
Magazine article	37%	28%	35%
Magazine ad	39%	28%	36%
Radio show	35%	30%	32%
Radio ad	40%	40%	42%
Newspaper article	32%	28%	32%
Newspaper ad	32%	25%	33%
From friends or family	45%	42%	48%
Car seat vehicle owner's manual	41%	37%	46%
Outdoor billboard or poster	39%	43%	48%
Hospital or physician's office	34%	31%	42%
Automobile dealer	30%	26%	29%
Car seat fitting station or fire station	26%	21%	36%

Thank you!